

DEMOGRAPHICS

This section covers population, age, ethnicity, household and income information on Placer County.

POPULATION

Placer County has a 2000 population of 248,399, an increase of approximately 44 percent over the 1990 population. The rate of growth in Placer County continues to exceed that of the Greater Sacramento Area. Looking to the future, the rate of growth in Placer County is expected to increase by almost 37 percent between 2000 and 2010.

Figure 1 contains the 1990, 1995 - 2000 actual population and 2010 projected population for Placer County, selected cities in the county and unincorporated area of the county.

FIGURE 1
POPULATION AND PERCENT CHANGE

<i>Community</i>	<i>1990 (Actual)</i>	<i>1995 (Actual)</i>	<i>1996 (Actual)</i>	<i>1997 (Actual)</i>	<i>1998 (Actual)</i>	<i>1999 (Actual)</i>	<i>2000 (Actual)</i>	<i>2010 (Projected)</i>	<i>Percent Change 1990-2000</i>
Greater Sacramento Area	1,603,745	1,793,000	1,816,800	1,846,400	1,883,400	1,928,900	1,936,006	2,413,800	20.7%
Placer County	172,796	213,400	220,300	228,000	235,400	245,500	248,399	339,300	43.8%
Cities in Placer County									
Auburn	10,653	11,150	11,450	11,550	11,650	11,700	12,462	14,090	17.0%
Colfax	1,306	1,430	1,450	1,470	1,480	1,510	1,496	2,065	14.5%
Lincoln	7,248	7,800	7,975	8,200	8,300	8,825	11,205	38,350	54.6%
Loomis	5,705	5,950	6,025	6,050	6,075	6,050	6,260	8,400	9.7%
Rocklin	19,033	25,850	26,950	28,000	29,450	31,950	36,330	50,700	90.9%
Roseville	44,685	56,500	59,800	63,500	67,300	72,100	79,921	109,160	78.9%
Unincorporated Country	84,393	90,900	92,600	93,600	95,000	95,400	101,500	114,040	20.3%

Prepared by Sacramento Regional Research Institute

Source: U.S. Census Bureau 2000, Department of Finance, Population Estimates for California Cities and Counties, January 1, 2001, Report E-1, Historical City/County Population Estimates, 1991-2000, with 1990 Census Counts, Report E-4

Figure 2 shows the population growth for Placer County, the three fastest growing cities in the county and the Greater Sacramento Area. Between 1990 and 2000, Placer County grew by approximately 44 percent.

Rocklin continues to be the fastest growing city in Placer County. Between 1990 and 2000, Rocklin's population increased by approximately 91 percent. Roseville is the second fastest growing city, with approximately 79 percent growth over 1990 population. The city with the third fastest growth is Lincoln with approximately 55 percent growth between 1990 and 2000. The population of this city is projected to increase from 11,205 in 2000 to 38,350 in 2010, or by 240 percent.

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FIGURE 2
POPULATION GROWTH
1990-2000 (INCLUDES CITIES WITH LARGEST GROWTH)

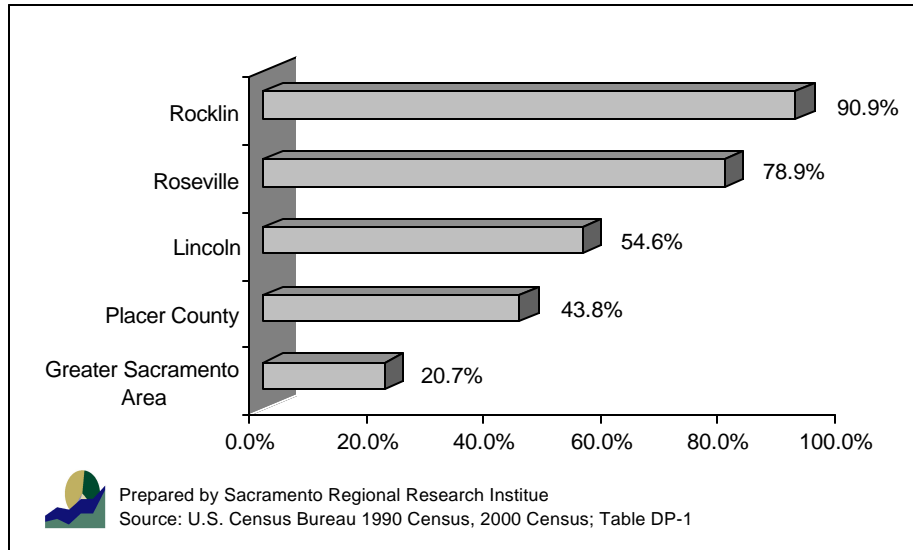


Figure 3 shows the population change in regions of Placer County. The Valley region of Placer County gained approximately 61 percent of the population between 1990 and 2000, the Gold Country 10 percent and the High Country 6 percent.

FIGURE 3
POPULATION CHANGE IN AREAS OF PLACER COUNTY

<i>Community</i>	<i>1990</i>	<i>2000</i>	<i>Percent Change 1990-2000</i>
The Valley (1)	90,576	145,591	60.7%
Gold Country (2)	36,989	40,609	9.8%
High Country (3)	14,362	15,275	6.4%

Prepared by Sacramento Regional Research Institute

Notes: (1) Includes Roseville, Rocklin, Lincoln, Granite Bay, Sheridan

(2) Includes Auburn, Colfax, Foresthill

(3) Includes Kings Beach, Tahoe City, Soda Springs, Blue Canyon

Source: Sacramento Area Council of Governments,

Population Estimates and Housing Unit Inventory

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AGE COMPOSITION

Figure 4 shows that the 2000 median age for Placer County is higher than the region and state, 38.0 versus 34.4 and 33.3, respectively. Higher median age in Placer County suggests a greater proportion of established professional households with high tech jobs in The Valley and retirees, attracted to Placer County by the benefits of living in the less urbanized Gold and High Countries.

FIGURE 4
MEDIAN AGE
2000

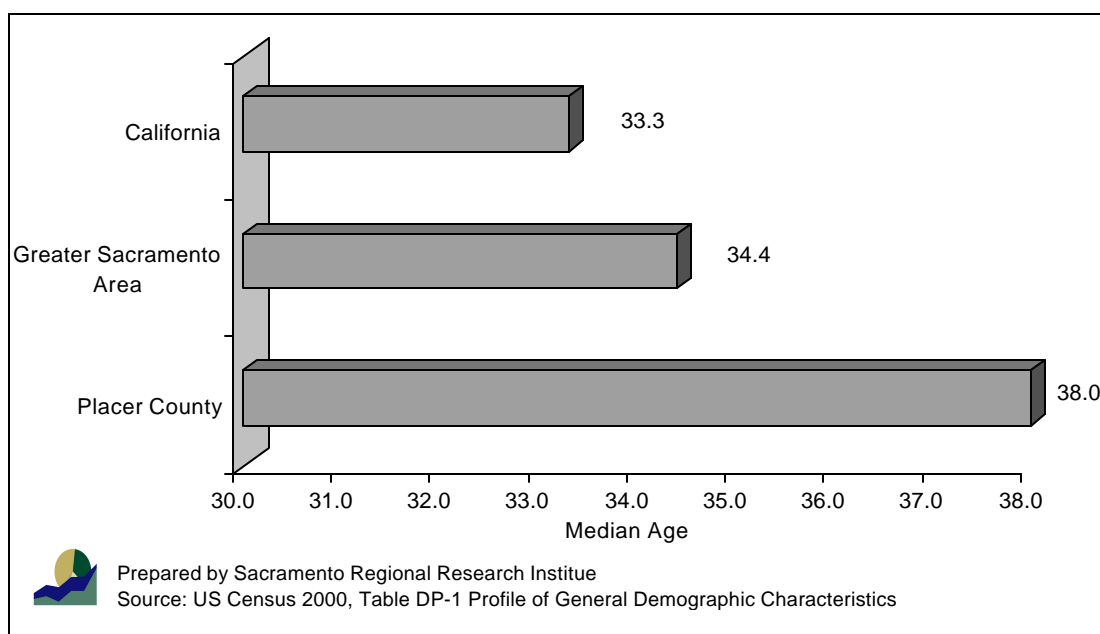


Figure 5 shows the change in median age between 1990 and the year 2000. The data shows that the Placer County median age increased more than the median age of the region or the state. The increase is consistent with the anticipated migration of established professional households and retirees into the county.

FIGURE 5
CHANGE IN MEDIAN AGE
1990-2000

<i>Jurisdiction</i>	<i>1990</i>	<i>2000</i>	<i>Percent Change</i>
Placer County	35.0	38.0	8.6%
Greater Sacramento Area	32.1	34.4	7.2%
California	31.4	33.3	6.1%

Prepared by Sacramento Regional Research Institute
Source: US Census Bureau, 1990 Census, 2000 Census;
Table DP-1 Profile of General Demographic Characteristics

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ETHNICITY

Figure 6 shows the 1990 and 2000 population by ethnic background of the residents of Placer County and compares the racial and ethnic profile of the county's residents with that of the Greater Sacramento Area and the state. The data shows that the 2000 population in Placer County is 83 percent white, which is a significantly higher proportion of white population than in the Greater Sacramento Area (66 percent) and the state (47 percent). The second largest ethnic group in Placer County is Hispanic, representing approximately 10 percent of the total population, which is significantly less than that of the Greater Sacramento Area (16 percent) and far below that of the state (32 percent).

The figure also shows that the change in ethnic composition of population between 1990 and 2000 in Placer County was significantly smaller than the change in ethnic composition of the Greater Sacramento Area and the state.

FIGURE 6
ETHNICITY

<i>Ethnicity</i>	<i>1990</i>	<i>Percent Of Total</i>	<i>2000</i>	<i>Percent Of Total</i>
Placer County				
White	152,601	88.3	207,236	83.4
Black	987	0.6	1,896	0.8
Hispanic	13,871	8.0	24,019	9.7
American Indian, Asian, Pacific Islanders, Eskimo & Other	5,337	3.1	9,495	3.8
Greater Sacramento Area				
White	1,145,200	73.2	1,231,410	66.0
Black	102,950	6.6	127,060	6.8
Hispanic	184,900	11.8	306,160	16.4
American Indian, Asian, Pacific Islanders, Eskimo & Other	131,800	8.4	200,729	10.8
California				
White	17,132,000	57.3	15,816,790	46.7
Black	2,116,000	7.1	2,181,926	6.4
Hispanic	7,740,000	25.9	10,966,556	32.4
American Indian, Asian, Pacific Islanders, Eskimo & Other	2,921,000	9.8	4,003,261	11.8

Prepared by Sacramento Regional Research Institute

Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable (e.g. for 1990 Census, Asians are accounted for as Other category, the definition of Hispanic has changed, etc.).

Source: US Census Bureau, Census 2000 PL 94-171; Table 2 Population by Race/Ethnicity

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HOUSEHOLD COMPOSITION

Figure 7 shows that between 1990 and 2000, in Placer County, there was a 44 percent increase in household population, 46 percent increase in occupied housing units and a small decrease in persons per households. These changes are much larger than the changes in household population and occupied housing units in the Greater Sacramento Area and the San Francisco Bay area in the same time period. San Francisco Bay Area did experience a more significant change in persons per households: an increase from 2.61 in 1990 to 2.69 in 2000.

FIGURE 7
HOUSEHOLD POPULATION

<i>Entity</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>Percent Change 1990 - 2000</i>	<i>2010 (Projected)</i>
Placer County				
Household Population	170,452	245,511	44.0%	333,647
Occupied Housing Units	64,101	93,382	45.7%	124,032
Persons Per Household	2.66	2.63	-1.1%	2.69
Greater Sacramento Area				
Household Population	1,628,461	1,896,339	16.4%	2,292,462
Occupied Housing Units	599,362	712,886	18.9%	882,542
Persons Per Household	2.69	2.73	1.5%	2.60
San Francisco Bay Area				
Household Population	6,023,577	6,633,591	10.1%	7,631,400
Occupied Housing Units	2,307,884	2,466,019	6.9%	2,715,801
Persons Per Household	2.61	2.69	3.1%	2.81

Prepared by Sacramento Regional Research Institute

Source: Sacramento Area Council of Governments, Sacog Projections,

March 2001; Association of Bay Area Governments, ABAG Projections 2000.

INCOME

Figure 8 contains per capita income in selected cities in Placer County in 1990 and 2001. The largest increase in per capita income was in the Valley cities. Figure 9 compares per capita income of Placer County and that of the other counties in the Greater Sacramento Area. Placer County experienced by far the largest increase in per capita income between 1990 and 2001 (approximately 72 percent).

Figure 10 contains the 1990 and 2001 median household income for the incorporated cities located in the county. The largest increase in median household income was in Rocklin, followed by Roseville and then Loomis. The smallest change in median household income in the same time period was in Colfax. Figure 11 shows that Placer County experienced the largest increase in median household income between 1990 and 2001 (56 percent) compared to the other counties in the Greater Sacramento Area.

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FIGURE 8
PER CAPITA INCOME IN SELECTED CITIES

<i>Jurisdiction</i>	<i>1990</i>	<i>2001</i>	<i>Percent Change 1990-2001</i>
Gold Country			
Auburn	\$18,111	\$27,800	53.5%
Colfax	\$12,615	\$16,592	31.5%
The Valley			
Lincoln	\$11,702	\$19,324	65.1%
Loomis	\$14,413	\$26,921	86.8%
Rocklin	\$17,729	\$29,278	65.1%
Roseville	\$17,430	\$31,049	78.1%
High Country			
Tahoe City	\$12,580	\$17,884	42.2%

Prepared by Sacramento Regional Research Institute
Source: 1990 Census; Claritas Inc., 2001 Estimates

FIGURE 9
**PER CAPITA INCOME IN PLACER AND OTHER GREATER
SACRAMENTO AREA COUNTIES**

<i>Jurisdiction</i>	<i>1990</i>	<i>2001</i>	<i>Percent Change 1990-2001</i>
Placer County	\$17,311	\$29,691	71.5%
Other Counties in the Greater Sacramento Area			
El Dorado County	\$15,703	\$23,873	52.0%
Sacramento County	\$15,265	\$22,870	49.8%
Sutter County	\$12,763	\$17,846	39.8%
Yolo County	\$13,861	\$21,890	57.9%
Yuba County	\$9,874	\$12,627	27.9%

Prepared by Sacramento Regional Research Institute
Source: 1990 Census; Claritas Inc., 2001 Estimates

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FIGURE 10
MEDIAN HOUSEHOLD INCOME IN SELECTED CITIES

<i>Jurisdiction</i>	<i>1990</i>	<i>2001</i>	<i>Percent Change 1990-2001</i>
Gold Country			
Auburn	\$32,708	\$44,359	35.6%
Colfax	\$22,604	\$26,856	18.8%
The Valley			
Lincoln	\$29,517	\$43,398	47.0%
Loomis	\$38,042	\$60,355	58.7%
Rocklin	\$40,417	\$67,210	66.3%
Roseville	\$39,975	\$64,244	60.7%
High Country			
Tahoe City	\$25,596	\$35,195	37.5%

Prepared by Sacramento Regional Research Institute
Source: 1990 Census; Claritas Inc., 2001 Estimates

FIGURE 11
**MEDIAN HOUSEHOLD INCOME IN PLACER AND
OTHER GREATER SACRAMENTO AREA COUNTIES**

<i>Jurisdiction</i>	<i>1990</i>	<i>2001</i>	<i>Percent Change 1990-2001</i>
Placer County	\$37,601	\$58,573	55.8%
Other Counties in the Greater Sacramento Area			
El Dorado County	\$35,058	\$49,010	39.8%
Sacramento County	\$32,297	\$46,230	43.1%
Sutter County	\$27,096	\$33,868	25.0%
Yolo County	\$28,866	\$43,230	49.8%
Yuba County	\$21,523	\$26,571	23.5%

Prepared by Sacramento Regional Research Institute
Source: 1990 Census; Claritas Inc., 2001 Estimates

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Figure 12 shows the average household income in 2001 in Placer County and selected cities in the county. Rocklin has the highest average household income (approximately \$82,000) and Colfax the lowest (approximately \$36,800). The average household income in 2001 in Placer County is approximately \$73,200.

FIGURE 12
AVERAGE HOUSEHOLD INCOME
2001

